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### AMENDMENTS TO THE CLAIMS

The listing of claims will replace all prior versions, and listings, of claims in the application:

#### Listing of Claims:

1. (Currently amended) An electronic catalog aggregation apparatus provided between catalog provider devices and catalog user devices in an electronic catalog system, the apparatus comprising:

a processing unit configured to process electronic catalog data received from registered catalog providers through at least one networks into a prescribed common format in order to facilitate conversion of the electronic catalog data into a format specified by a catalog request;

an electronic catalog database configured to store the electronic catalog data as processed by the processing unit;

an extraction and conversion unit configured to extract at least one of the electronic catalog data corresponding to a catalog request received from ~~each~~ a registered catalog user, from the electronic catalog database, and convert ~~each~~ the at least one extracted electronic catalog data into an electronic catalog in a format specified by the catalog request; and

a delivery unit configured to deliver electronic catalogs as extracted and converted by the extraction and conversion unit to respective registered catalog users through a networks.

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2. (Original) The electronic catalog aggregation apparatus of claim 1, further comprising:

a management unit configured to carry out an admission examination by judging whether an admission examination information contained in a prescribed admission request received from a catalog provider matches with a prescribed admission condition or not, register the catalog provider as an electronic catalog distribution source with respect to catalog users when the catalog provider is admitted by the admission examination, and manage charge data for each registered catalog provider according to a processing of electronic catalog data provided by each registered catalog provider at the processing unit.

3. (Original) The electronic catalog aggregation apparatus of claim 1, further comprising:

a management unit configured to carry out an admission examination by judging whether an admission examination information contained in a prescribed admission request received from a catalog user matches with a prescribed admission condition or not, register the catalog user as an electronic catalog distribution target with respect to the catalog providers when the catalog user is admitted by the admission examination, and manage charge data for each registered catalog user according to a conversion of electronic catalog data requested by each registered catalog user at the processing unit.

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4. (Currently amended) The electronic catalog aggregation apparatus of claim 1, further comprising:

a management unit configured to define and manage the prescribed common format for each product classification;

wherein the processing unit processes each electronic catalog data into the prescribed common format corresponding to a product classification of a product to which each electronic catalog data is directed, as defined and managed by the ~~management~~ management unit.

5. (Original) The electronic catalog aggregation apparatus of claim 1, further comprising:

a management unit configured to store and manage a catalog utilization format of each registered catalog user;

wherein the extraction and conversion unit converts each extracted electronic catalog data according to the catalog utilization format corresponding to a registered catalog user who made the catalog request, as stored and managed by the management unit.

6. (Original) The electronic catalog aggregation apparatus of claim 1, further comprising:

a data collection and receiving unit configured to receive each electronic catalog data provided by a registered catalog provider, detect missing catalog data items in each received electronic catalog data, and collect the missing catalog data items from a contents provider other than the registered catalog provider.

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7. (Original) The electronic catalog aggregation apparatus of claim 1, further comprising:

a company code attaching unit configured to attach to each electronic catalog data a company code of a product provider of a product to which each electronic catalog data is directed, such that the delivery unit delivers each electronic catalog with the company code attached thereon.

8. (Original) The electronic catalog aggregation apparatus of claim 7, further comprising:

a company credit information acquisition unit configured to acquire a company credit information of the product provider corresponding to the company code, and provide the company credit information to a catalog user in response to a request from the catalog user based on the company code attached to the electronic catalog provided to the catalog user.

9. (Original) The electronic catalog aggregation apparatus of claim 7, further comprising:

a company credit information providing unit configured to enable a product purchaser to view a company credit information of the product provider corresponding to the company code attached to the electronic catalog of a product selected by the product purchaser by viewing the electronic catalog.

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10. (Original) The electronic catalog aggregation apparatus of claim 7, further comprising:

a product search unit configured to carry out a search of a product matching with a search condition indicating a company credit information of a desired product provider as specified by a product purchaser in order to select a product by viewing the electronic catalog, according to the company credit information of the product provider corresponding to the company code attached to the electronic catalog.

11. (Original) The electronic catalog aggregation apparatus of claim 1, further comprising:

a company credit information storage unit configured to acquire company credit information from a credit standing investigation company and store acquired company credit information; and

a company credit information providing unit configured to read out a company credit information of a requested company from the company credit information storage unit and provide the company credit information of the requested company in response to a company credit information request received at the electronic catalog aggregation apparatus.

12. (Original) The electronic catalog aggregation apparatus of claim 11, further comprising:

a log preserving unit configured to preserve a log of the company credit information request for each requestor; and

a billing unit configured to bill an information utilization fee to each requestor according to the log of the company credit information request for each requestor preserved by the log preserving unit.

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13. (Original) The electronic catalog aggregation apparatus of claim 12,  
further comprising:  
a payment unit configured to pay company credit information utilization fees to the  
credit standing investigation company.

14. (Original) The electronic catalog aggregation apparatus of claim 11,  
wherein the company credit information providing unit provides the company credit  
information of a product provider in response to the company credit information request  
from a product purchaser, and the electronic catalog aggregation apparatus further comprises:  
a log preserving unit configured to preserve a log of the company credit information  
request for each product purchaser; and  
a billing unit configured to bill an information utilization fee for the company credit  
information of the product provider that is utilized by each product purchaser to the product  
provider according to the log of the company credit information request for each requestor  
preserved by the log preserving unit.

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15. (Currently amended) A method of electronic catalog aggregation between catalog provider devices and catalog user devices in an electronic catalog system, the method comprising the steps of:

processing electronic catalog data received from registered catalog providers through at least one networks into a prescribed common format in order to facilitate conversion of the electronic catalog data into a format specified by a catalog request;

storing the electronic catalog data as processed by the processing step in an electronic catalog database;

extracting at least one of the electronic catalog data corresponding to a catalog request received from ~~each~~ a registered catalog user, from the electronic catalog database, and converting ~~each~~ the at least one extracted electronic catalog data into an electronic catalog in a format specified by the catalog request; and

delivering electronic catalogs as extracted and converted by the extracting step to respective registered catalog users through a networks.

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16. (Currently amended) A computer usable medium having computer readable program codes embodied therein for causing a computer to function as an electronic catalog aggregation apparatus provided between catalog provider devices and catalog user devices in an electronic catalog system, the computer readable program codes include:

a first computer readable program code for causing said computer to process electronic catalog data received from registered catalog providers through at least one networks into a prescribed common format in order to facilitate conversion of the electronic catalog data into a format specified by a catalog request:

a second computer readable program code for causing said computer to store the electronic catalog data as processed by the first computer readable program code in an electronic catalog database;

a third computer readable program code for causing said computer to extract at least one of the electronic catalog data corresponding to a catalog request received from each a registered catalog user, from the electronic catalog database, and convert each the at least one extracted electronic catalog data into an electronic catalog in a format specified by the catalog request; and

a fourth computer readable program code for causing said computer to deliver electronic catalogs as extracted and converted by the third computer readable program code to respective registered catalog users through a networks.

17.-25. (Withdrawn).